

ADV # ADV. NAME POLI/RPOF 3 PACK//R/STR/FL

AGY # 2712 AGY. NAME MCLAUGHLIN & ASSOCIATES

REP. # OFF. # 6556 SALESMAN #

919 PRINCE STREET

ALEXANDRIA, VA 22314

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- JOE KNAUER

ORDER # CONTRACT # 6296724

CLASS: NATL. LOCAL REGIONAL

PRDCT RPOF-3 PAC EST#430 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG24/12 17.12

REP: TO LENA

FR JENNY

** REV ORDER **

OK'D M1, SEE LINES 26-27

TTL\$ RTS

PLS CFM, THX 8/24

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

RPOF- BROOKS,GOODSON, BRODEUR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1100P-1130P	30		\$2,500.00	9/3	9/5	0		M-W	0
PROGRAM : NEWS												
CON COM1: 1X PER DAY												
26	A		1100P-1135P	30		\$2,500.00	9/3	9/5	3		M-W	3
PROGRAM : NEWS												
ORD COM1: TIME PERIOD FOR NEWS												
THIS IS A MAKE-GOOD FOR SEP3 ON LINE-19 FOR 3 SPOTS/WK												
THIS IS A MAKE-GOOD FOR AUG28 ON LINE-20 FOR 3 SPOTS/WK												

AGENCY ADVERTISER CODE =

AGENCY PRODUCT CODE =

AGENCY EST# = 430

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	A		1100P-1135P	30		\$2,500.00	8/28	8/30	3		TU-TH	3
PROGRAM : NEWS												
ORD COM1: TIME PERIOD FOR NEWS												
PART OF A MAKEGOOD MADE UP OF LINES 26-27												
20	S		1100P-1130P	30		\$2,500.00	8/28	8/30	0		TU-TH	0
PROGRAM : NEWS												
CON COM1: 1X PER DAY												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#19	MISSED:M-W/1100P-1130P				SEP3(3/WK)		30S	\$2,500.00	(AUG24/12)	
		BUY#20	TU-TH/1100P-1130P				AUG28(3/WK)		30S	\$2,500.00		
			OFFER:M-W/1100P-1135P				SEP3(3/WK)		30S	\$2,500.00	PLS ADVISE.	
			& TU-TH/1100P-1135P				AUG28(3/WK)		30S	\$2,500.00		
CMT:TIME PERIOD FOR NEWS												

SEP/12 195100.00

CONTRACT TOTAL 195100.00

TOTAL SPOTS 73

MARKET TOTALS \$291,194

WFTV 67% WKMG 9% WESH 17% WOFL 7% WKCF 0% WRBW 0% CABL 0%

WOPX 0% WRDQ 0% EFTV 0%

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE